

The Evening World.

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JOSEPH PULITZER, Jr., Secretary, 62 Park Row.
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WHO HAS THE VISION?

THE housing and rent problem has overtaken this city with a vengeance—just as The Evening World a year ago predicted it would unless civic foresight and initiative were brought to bear upon the situation.

War put a check upon new building operations. War suddenly increased profits and wages in certain industries. War made New York a more than ever attractive place for people making or earning more money than they ever made or earned before. War produced examples of profiteering which landlords in this crowded city were quick to follow. War raised the cost of labor and materials, thereby furnishing plausible excuse for boosting rents.

But there was nothing to limit the extent to which the landlord might boost the rent over and above the actual increase in his expenses.

No authority interposed to protect tenants from the rapacity of landlords and realty speculators who chose to take bolder and bolder advantage of conditions which favored them.

The results of all this the city is painfully aware of now.

Tenants are being dispossessed without mercy by landlords dazzled by the high rents they think they can get. In the Bronx one rental was jumped from \$18 to \$50 in the period of a few months. People are asking to live in churches and tents. Judges are complaining of the powerlessness of the courts to aid tenants under the law. Legislators are proposing hasty, eleventh-hour measures of relief.

Where is the vision that will grasp the actual nature of the problem and attack it with a purpose large enough to help solve it?

Who will convince New York that the providing of adequate housing at reasonable rents is a matter of public concern to which the city should bring the best thought and expert knowledge it can command?

It is to be hoped that its present housing and rent troubles may at last awaken New York to the fact that older cities of the world have not only passed through similar experiences but have profited by them and now have something substantial to teach about remedying their causes.

Landlords, speculative enterprise and the law of supply and demand are NOT recognized everywhere as the sole factors that must be relied upon to provide homes and fix rents in civilized communities.

If they were so recognized, England would not have more than 7,000,000 pounds of public money invested in housing. The Government of France would not have made available 100,000,000 francs for the same purpose. The General Savings Bank of Belgium would not have advanced, up to 1913, 159,000,000 francs to build workmen's dwellings. The German Government of before the war would not have spent some \$200,000,000 on systematic housing work.

Up to May 31, 1915, the London County Council had invested upward of 2,000,000 pounds in housing for workers. This money built 6,420 apartments and 3,402 cottages. Not a penny of it was charity, but thanks to its investment in this form some 57,000 persons were enabled to live in clean, attractive dwellings at reasonable rents.

Suppose the City of New York could point to something like that.

Wouldn't it be as well worth boasting about as skyscrapers or \$50,000-a-year "flats-de-luxe"?

"The laws of supply and demand are not adequate in house building either to erect a sufficient number of houses or to keep rents down to a reasonable figure," declares Dr. Frederic C. Howe in his book "The Modern City and Its Problems."

The City of New York has made a fetish of private speculative enterprise in the realty field.

When speculative enterprise produces stupendous office buildings or vast hotels the city gazes in wonder and pride.

When speculative enterprise results in cheaply constructed apartment houses, rundown and overcrowded tenements or a rent-raising campaign that turns hundreds of families into the street, the city takes it for granted that such things must be since they are.

The realty speculator must, under no circumstances, be disturbed or discouraged.

Even at the present moment, when exorbitant rents are a most serious problem, it is urged from some quarters that the only way out is to let rents go as high as they will and thereby tempt the realty speculators to build!

The kind of enterprise New York wants in the realty field will never be killed by imposing just limits upon the extent to which rents may be raised.

Nor will it be killed by competition in the shape of a public housing plan whereby the city furnishes new standards of modest, well-built dwellings for workers at reasonable rent.

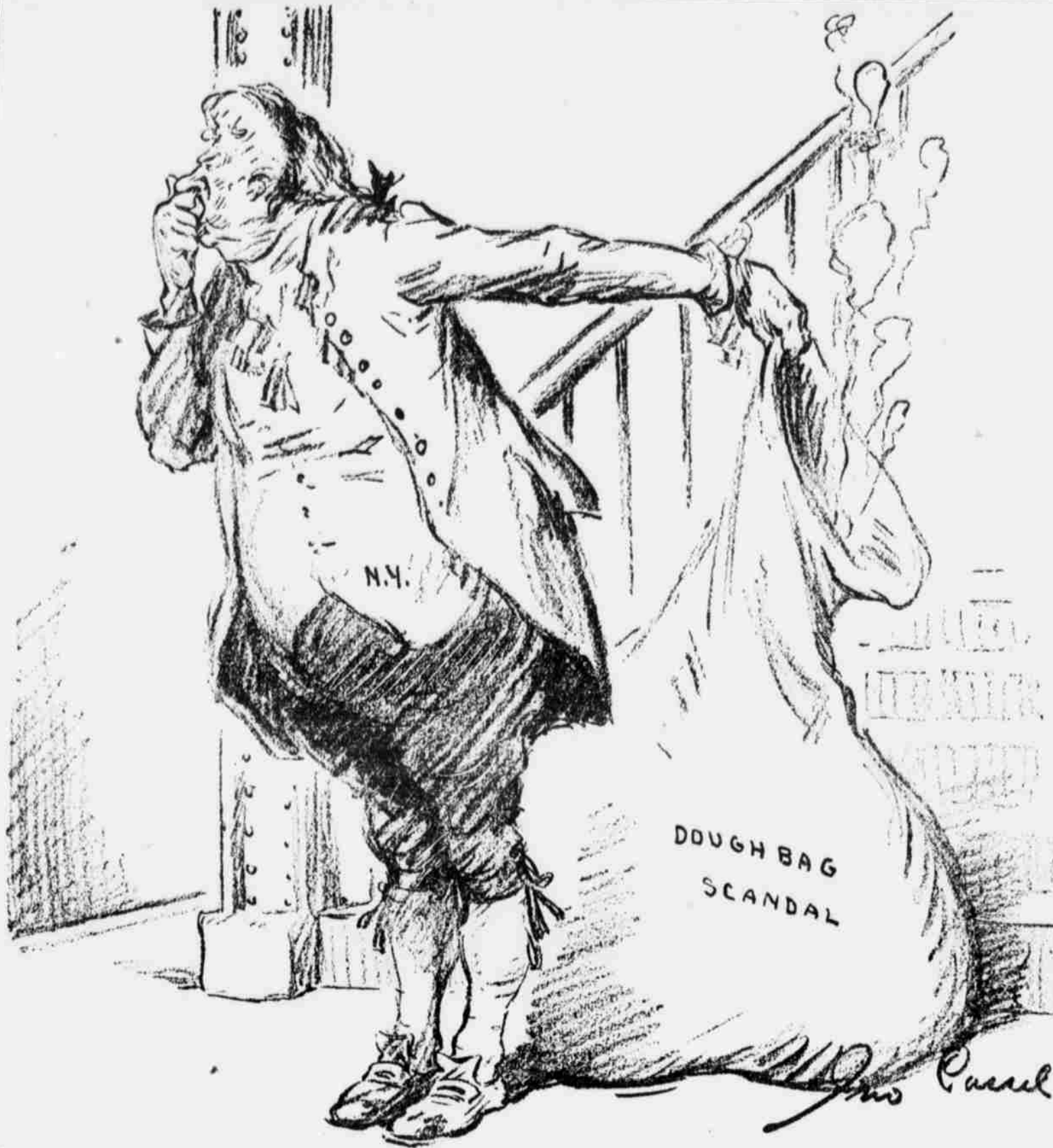
Who has the vision, the initiative and the influence at this propitious time to start New York on a progressive housing programme?

The Manufacture of Postage Stamps

THE first machine for manufacturing postage stamps was the invention of James Bogardus, who was born at Catskill, N. Y., 119 years ago. When the British Government advertised for a postage stamp machine in 1839, Bogardus was one

of 1,600 competitors for the prize, which was awarded him for his device. Before that he had invented a new kind of clock, a "ring-flier" for cotton spinning, an eccentric mill, a machine for engraving figures on watch dials, and a machine for printing bank notes.

Subway Air!



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By J. H. Cassel

Wild Husbands I Have Met

By Helen Rowland

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No. 5—The Firebug

Life With Him Is as Thrilling and Uncertain as Life in Petrograd

SOMEHOW, I have never been able to imagine any woman being happy with a husband who never smokes. You see,



A man, like a baby, is always putting SOMETHING in his mouth. And, if it isn't a cigar, or a cigarette, or a pipe—

If he isn't SMOKING, or eating, or drinking, he's swearing, or whistling, or kissing, or making love, or grousing, or bragging, or criticizing, or fibbing, or orating, or instructing—oh, yes, you HAVE noticed it! And yet, most men who smoke are more equable and less volatile than women.

A pipe or a cigar is a "pacifier" which keeps him out of mischief and enables him to work off his superfluous energy and to send his grouches up in smoke—bless its gentle heart!

Therefore, to My Lady Nicotine, let us kneel and bring burnt offerings! BUT—

It is one thing to be married to a normal smoker. And quite another to put your fate in the hands of a FIREBUG!

He may be tender as the flowers in May and chivalrous as Sir Walter Raleigh.

Yet life with him is as perilous, as exciting and as uncertain as life in Petrograd!

You are continually teetering on the brink of Eternity—and you never know, when you go to bed at night, whether you will wake up in New York—or in Heaven!

Your house resembles an old curiosity shop or the Argonne Forest after the marines went through it. Rugs are turned this way and that to "hide the burned places." Curtains are pinned in queer folds to conceal little round black holes. Scrap-baskets are camouflaged with ribbons on their charred sides. The marble ledge around the bathroom is covered with strange brown spots

which mark the graves of defunct cigarettes. Some 38½ lives burned out unnoted while you slept serenely.

And ASHES! The corners of the rooms, the vases, the fern dishes, the window boxes, the bathtub, the umbrella stand.

All—ALL bear witness to the secret work of the Firebug!

You cannot extract a pin from a pin tray without burrowing halfway to China through the ashes.

Venusian is clean and dainty beside your little Home.

In all the house, the only thing that remains undefiled, untarnished, bright, smiling, whole and guiltless of ashes,

Is the ASH RECEIVER!

He will nonchalantly fling live matches into the waste paper basket.

He will blithely toss lighted cigars on the awnings of the apartment beneath you.

He will leave a hot pipe on a piece of priceless mahogany.

He will thoughtlessly press a glowing cigarette against your back hair as he clasps you to his bosom—

But he would as soon think of desecrating his grandmother's grave as of dropping his stubs and ashes into an ASH RECEIVER!

And yet—life with the Firebug is never dull!

It is as piquant and thrilling and exciting

As life with a Bolshevik with-a-bomb-and-a-gravelance!

And SO uncertain!

The Jarr Family

By Roy L. McCardell

Copyright, 1919, by The Press Publishing Co. (The New York Evening World.)
Mrs. Jarr Speaks by the Card in the Matter of Absent Friends

AT the family breakfast table, Mrs. Jarr, with the morning paper under her arm so Mr. Jarr might not let his coffee get cold at breakfast while reading it, was carefully combing through the morning mail to see if there was anything for Mr. Jarr that was suspicious. She regarded a post card very closely. "Here's a picture post card for you," she said.

Mr. Jarr knew better than to reach for it. "It's a picture of the Retreat for Feeble Minded, Mill Mountain, Minn. Where's Minn.? Who's Minn.?" asked Mrs. Jarr. "The writing on it says, 'You ought to be here.' Who's that from?"

"I'm sure I don't know. Let me see it—I might know the writing," said Mr. Jarr.

"It's in a woman's handwriting. What right has any woman to invite you to places?"

"What woman would I know who would write me from a Retreat for the Feeble Minded?" asked Mr. Jarr.

"That's the place she'd be to write to you," said Mrs. Jarr acidly. "But just the same, it's very cheeky!"

"Ah, it's a joke!" ventured Mr. Jarr. "You must be on very familiar terms with whoever it is if she jokes with you, and at your own home, too," retorted Mrs. Jarr severely.

"What do you mean, my own

home? Here, or the Retreat for the Feeble Minded?" asked Mr. Jarr.

"It's obvious," said the Delphic reply.

"Gee whiz! There you go!" cried Mr. Jarr in an exasperated tone, throwing his napkin down in a brutal manner. "How can I help getting picture post cards from pernicious places? How can anybody help it?"

"Everybody is getting them. At least we did before the war—and now post cards appear again as one of the first horrors of peace!" cried Mr. Jarr.

"And we never know who they come from. 'Glen at Wappingers Falls: This is the life. D. T. 'Sandow, Near Sandusky Springs: You'd love this place. Bill.' Picturesque Pittsburgh: We are on our way. George and Harry.' Versailles, France: Let us have peace. W. W.' The Whirlpool, Niagara: Drop in any time. R. M.'"

"Well, it's very queer," said Mrs. Jarr coldly, "but I have never seen one of those cards you speak of."

"They came to the office, or cards just as crazy did and do," exclaimed Mr. Jarr.

"The office. That's where all your mail goes that you are afraid I will see," sniffed Mrs. Jarr.

"Oh, come now," Mr. Jarr expostulated. "You shouldn't talk that way. I don't question your mail, where you get it, or who it's from."

"You are perfectly welcome to

question my mail!" rejoined Mrs. Jarr with some asperity. "I do not get letters or post cards from persons I must pretend ignorance of, nor do I receive communications outside of my home that I have to destroy. If I did, you'd—"

"No, I wouldn't!" retorted Mr. Jarr angrily. "I'd know you couldn't prevent peripatetic idiots from sending you their mysterious postcard picture post cards!"

"I don't know any one who would dare send me cards in such a familiar way!" said Mrs. Jarr.

"Oh, you don't, don't you?" replied Mr. Jarr, taking the card and examining it. "Well, if you would have looked close you would have seen it addressed to 'Mrs. Edward Jarr,' not Mr."

"Oh, it's from Cora Hickett. She's out there waiting a rich feeble minded aunt! What does she say? 'You ought to be here.' Now that's real sweet of Cora to think of me when she's having such a good time, isn't it?"

"NOTHING LEFT TO SHAVE."

M. A. E. GEORGE, the Secretary of the Hairdressers' Union, is responsible for the following:

During the recent strike (he says) a man came into our Archer Street establishment to be shaved, and, being presumably somewhat weary, he fell asleep soon after taking his seat in the chair.

For some minutes the barber made valiant attempts to proceed, but finally he paused, and gently shook his customer.

"Excuse me, sir," he said, "but would you mind coming out of your trance for a while; I find it impossible to shave you while you are asleep."

"Impossible to shave me while I am asleep?" responded the customer, wondering. "Why is it impossible?"

"Because," explained the barber as softly as possible, "when you fall into slumber your mouth opens so wide that I cannot find your face."

Pearson's Weekly.

What is meant by "average sale?"

First of all you should get it firmly fixed in your mind that you are a merchant—a retailer. The merchant's problems are your problems. Probably the most vital problem in merchandising is that of increasing the average sale.

Since volume of sales is the basis for determining increases in salary, it is vital that retail sales persons study ways and means of increasing their daily sales. To-day's article is addressed to the retail sales person in the hope that it may help him or her to sell more goods and thereby make more money.

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How to Be a Better Salesman and Earn Bigger Pay

By Roy Griffith

The Evening World's Authority on Successful Salesmanship.

Copyright, 1919, by The Press Publishing Co. (The New York Evening World.)
Mr. Griffith's Salesmanship Column is published daily. Instructive articles like to-day's alternate with an answer to questions column. He will be glad to answer questions addressed to him care of this newspaper, and only correspondents' initials will be used.

Increasing Sales at Retail.

EMPLOYERS of salespeople in all lines have given much thought and study to the problem of properly rewarding selling effort. Commission and bonus plans have been worked out, regular schedules of salary increases have been developed—everything possible has been done and is being done to reward the sales person fairly in proportion to the amount of sales.

This may be illustrated by the way in which promotions and salary increases are handled in many large stores. In any given six months' period a store will have, approximately, three good months as regards sales and three months which are not so good. This holds true no matter which consecutive six months you pick out. So, advancement of salespeople is based on the volume of sales during a six months' period.

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When Twenty Men Captured a Hundred

By John Brown Kerr

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GEN. JOHN BROWN KERR, who was born in Kentucky seventy-two years ago, was the hero of what the late Gen. Miles declared to be the most daring exploit in the history of Indian warfare. In 1891 Kerr, at the head of a brave band of twenty men, found himself surrounded by more than 100 South Dakota Sioux Indians. Outnumbered five to one, Kerr and his men fought so valiantly and handled their guns with such effect that many of the braves were killed and the remainder surrendered.

Any business organization is a mutual benefit society. You desire to make money. So does your employer. So does your neighbor in the next aisle. If employees would just get the spirit of helping each other to make sales, everybody would benefit.

Your store is not getting anywhere near the amount of business it might get if every employee thought of merchandise in groups, suggested the sale of other items to every customer, and co-operated with each other for mutual benefit. And YOU are not making as much money as you might if you gave serious thought to this matter of increasing your average sale.

All merchandise falls naturally into groups. As a working rule, it may be said that no single article of merchandise stands alone by itself. The sale of a shirt suggests the possible sale of collars and ties, and vice versa. Shoe polish, shoe strings, &c., go with shoes. Vacuum cleaners, draperies, &c., are natural adjuncts to the sale of a rug. Everything you sell suggests the purchase of something else. Ordinarily, those articles of merchandise which "go with" each other are sold in the same department in a store. Occasionally they are not. Learn to think of merchandise in groups. Find those things which "go with" each other. Then, when a customer buys some one article, suggest the purchase of the other things.

Suppose those things which "go with" the merchandise you sell are sold in some other department. You might say, "It wouldn't do ME any good to suggest them to a customer." But it DOES do you good. Suppose every single employee in a store made it a rule to suggest the purchase of other merchandise to customers and told them exactly in which department to find the articles suggested. Wouldn't you get your share of the increased business? For every customer you sent to another department, some other sales person would send a customer to YOUR department.

Make it a personal proposition to you like. When a customer asks you, "Where can I find so-and-so?" instead of answering merely with the floor and general location, you might say something like this: "On the third floor, — street side. Just ask for Miss —; I know she will be glad to give you attention."

The customer will appreciate the added courtesy and, at the same time, you will be doing a good turn to your friend, Miss —. When she directs any one to your department, she will ask the customer to see you personally.

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